

2019 WEBSITE CONTEST



Douglas Products is excited to continue our partnership with Pest Control Operators of California on a new contest that promotes professional structural fumigation. Introduced in 2019, the Website Contest recognizes the growing importance of online promotion to help make homeowners aware of the threat of drywood termites and the proven solution to eliminate all colonies in a structure. The contest begins Monday, April 8th and runs through Friday, May 31st.

Four (4) lucky termite companies with outstanding websites that promote fumigation services will be announced at the PCOC Expo in Carlsbad from June 18th - 21st, 2019.

OBJECTIVE:

- Share your fumigation services and company story with website visitors.
- Demonstrate how you position your company and fumigation services.
- Demonstrate how you make it easy for the consumer to find fumigation information and take action on your website.

CONTEST DETAILS:

- Enter by submitting your company website URL.
- All submissions must be sent to Vikanecontest@douglasproducts.com.
- All submissions must be made by the respective company entering.
- Submissions must be received by 11:59 PM PDT on May 31, 2019.
- Must be a current PCOC Member.
- Must request Vikane[®] gas fumigant used on subcontracted fumigations.
- Contest awards will be presented at the Pest Control Operators of California (PCOC) Expo 2019 in Carlsbad from June 18th – 21st, 2019.

WEBSITE REQUIREMENTS:

- Must show evidence of how your website links to Fumigationfacts.com.
- Must list fumigation as a service offering on your website.
- Must list a means for the customer to contact you (phone, email, contact us form, etc.) to get more information about fumigation services.

CONTEST ENTRY SUBMISSIONS MUST INCLUDE:

- Website URL.
- Contact information for follow up (name, company name, email, and contact phone number).
- Screen shots of pages showing evidence that the website requirements are met.
- Provide a separate document listing fumigation subcontractors used by your company to ensure that they are qualified to use Vikane[®].

CONTEST JUDGING:

- A third-party marketing and communications services agency will review the submissions based on the judging criteria and nominate the 1st, 2nd, 3rd and 4th place submissions.

WEBSITE WILL BE JUDGED ON THE FOLLOWING:

- How structural fumigation is communicated and promoted.
- How the brand Vikane[®] gas fumigant is promoted.
- User experience.

HELPFUL TIPS:

- Make it easy to find structural fumigation information on the website.
- Use imagery to assist in explaining your services.
- Include information about the threat and damage of drywood termites.
- Feature education on other wood destroying pests and bed bugs.
- Employ imagery, graphics, diagrams, videos, etc.
- Disclose your services offered, including structural fumigation, clearly and concisely.
- Utilize the Vikane[®] name prominently.
- Focus on ease of website navigation for the user.
- Reference endorsements (Angie's List, Better Business Bureau, Associations, Accreditations).
- Create a clear call to action.

CONTEST AWARDS:

- **1st Place:** \$2,500 towards a paid Google AdWords campaign*, two co-branded Vikane[®] literature pieces and co-branded fumigation facts business cards**.
- **2nd Place:** \$1,500 towards a paid Google AdWords campaign*, two co-branded Vikane[®] Literature pieces and co-branded fumigation facts business cards**.
- **3rd Place:** Two co-branded Vikane[®] literature pieces & co-branded fumigation facts business cards**.
- **4th Place:** Co-branded fumigation facts business cards**.

*Google Ad Campaigns will need to be submitted & approved by Douglas Products prior to reimbursement. Douglas Products will not be running the campaign on behalf of the winner(s) but will be reimbursing the identified amount depending on 1st or 2nd place price amounts towards a Google Ad Campaign.

**Literature pieces and business cards will be provided as print-ready files. Douglas Products will not provide printed copies. Co-branded literature pieces will be selected from current Douglas Products Literature.

